RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

December 23, 1996

RJR Account #044880
Mr. P. Martin
A. D. BEDELL

FEBRUARY DORAL B2G1F / PROMOTION #700046

Dear Page:

DORAL B1G1F product has been ordered (see quantities listed below), as well as 15 skus of B2G1F sleeves (Item #520844) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Light Kg	12300-23880	1
Full Flavor 100	12300-23882	1

Product / Premium Arrival:	January 20, 1997
Ship Date to Retail:	Week of: January 27, 1997
SKU CUBE :	1.3600
SKU WT (w/o Product):	4.0000 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$86.17
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/lrym0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (1 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/lrym0000

WHOLESALER PACKING INSTRUCTIONS

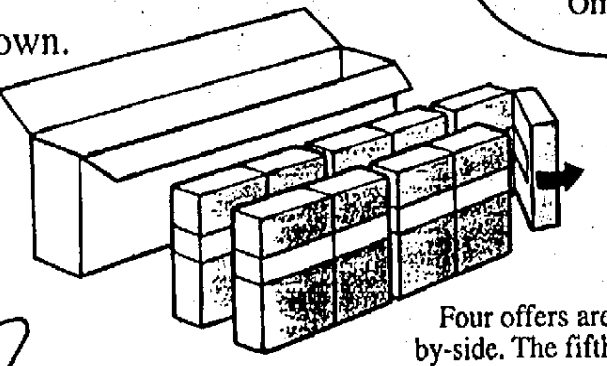
VALUE ADDED PROMOTIONS - 1ST QTR.'97

February / March DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

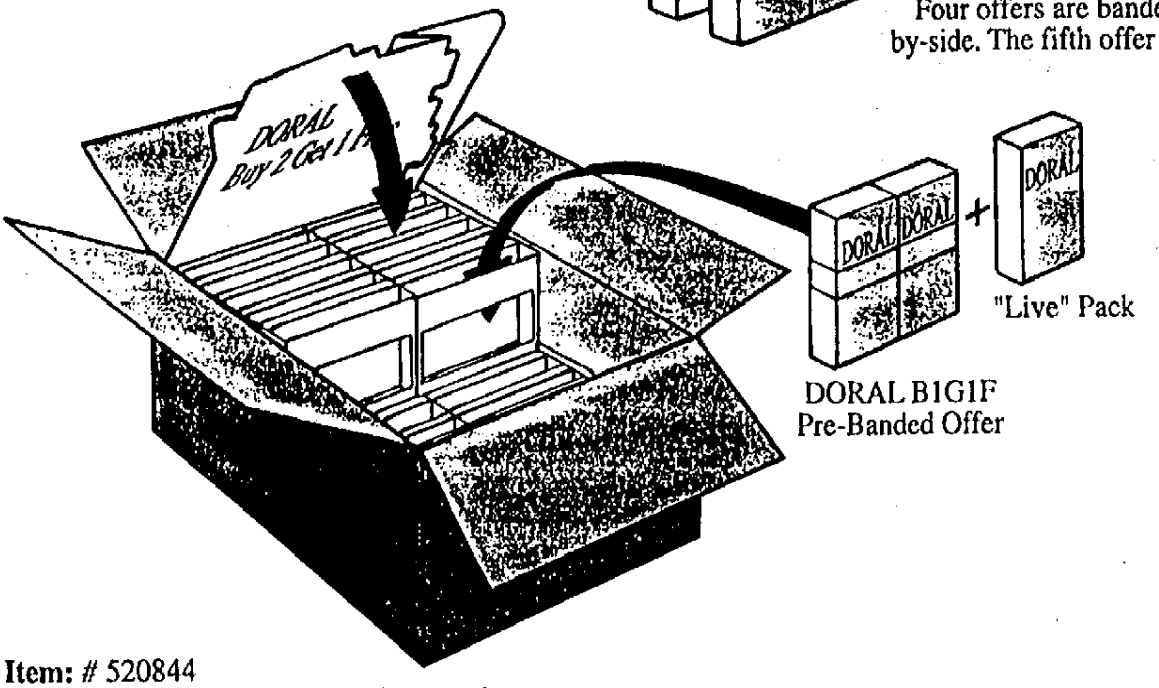
STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve (each case contains 20 sleeves).
3. Add 1 "live" DORAL pack of same brand style to each sleeve.
4. Fold display header card down.
5. Close the case.
6. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" DORAL Offers.



Four offers are banded side-by-side. The fifth offer folds out.



"Live" Pack

DORAL B1G1F Pre-Banded Offer

Item: # 520844
Description: DORAL B2G1F Sleeve Kit

Brand Style	FF 100 B1G1F	LT Kg B1G1F	X	FF 100 LIVE	LT Kg. LIVE	
Number of Cartons	2	2	X	1	1	

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WHOLESALER : 044880 A. D. BEDELL CO. <DIRECT>
TEMPLATE : 700046 70200 DOR FEB B2G1F
TEMPLATE SEQ : 0002
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162607	162621	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	3				(814)726-0341
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1			941856	(814)435-2178
162607	162621	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	2				(814)887-5585
173008	173027	700102	MAIN STREET FOODS	128 S MAIN ST	PLEASANTVILLE	PA	16341	1				(814)589-7809
173008	173027	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	2				(814)827-1227
173008	173027	389365	AVS, INC.	9060 MAIN ST	MC KEAN	PA	16426	1				(814)476-7611
173008	173027	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	1				(814)438-3422
162606	162621	398191	PARK & SHOP #950	1318 W STATE ST	OLEAN	NY	14760	1	NYS	3884-0000		(716)372-4037
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701	2	NYS			(716)483-5371
162606	162628	764502	MCKINLEY S MARKET	439 WILLARD ST	JAMESTOWN	NY	14701	1	NYS			(716)664-6955

PAGE BREAK TOTAL ACCOUNTS 10 TOTAL QUANTITY

TEMPLATE TOTAL ACCOUNTS 10 TOTAL QUANTITY

15

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 01/29/97

ACCOUNT NUMBER: 044880
VOUCHER NUMBER: 15341686
DATE WRITTEN: 01/29/97
STATUS: PAID
AMOUNT PAID: 28.00

A.D. BEDELL
PO BOX 349
SALAMANCA , NY 14779

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	1.00	28.00

EXPLANATION: DOR B2G1F 700046 / CAA

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